

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/19 thru 10/25. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
	•		THIS	WEEK			PREVIO	US WEEK	(PREVIOUS YEAR				
Feature Rate		42.	.0% of 22	,500 sto	es	32	.8% of 22	2,500 sto	res	28.4% of 19,500 stores				
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	10	3.00	1,980	1.51	30	1.56	160	1.74	50	2.22	560	1.37	
G	White 18 pack	10	2.25	880	2.44	30	2.50	860	2.34	40	2.25	290	2.49	
U	Brown 12 pack													
L	USDA GRADE A													
AR	White 12 pack			2,740	1.33			450	1.43	20	1.50	1,360	1.20	
	White 18 pack			1,170	1.95			1,080	2.03	30	1.99	180	1.49	
	Brown 12 pack			60	1.77									
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	10	4.38	670	3.63			630	3.88	20	3.99	260	3.87	
E	OMEGA-3													
C	White 12 pack	260	2.26	720	2.54	150	2.15	1,760	2.19	90	2.21	1,940	2.47	
ī	Brown 12 pack			10	2.99			160	3.50			10	2.49	
A	CAGE-FREE													
î	White 12 pack	60	2.99	250	2.60	80	2.87	1,760	2.50			130	2.99	
Ŧ	Brown 12 pack			550	2.74	20	2.50	1,470	2.53	10	2.50	590	2.97	
Y	VEGETARIAN FED													
	White 12 pack	190	3.72			10	2.50	50	2.85			10	1.88	
	Brown 12 pack	10	2.49	190	2.14			360	2.89			320	3.28	

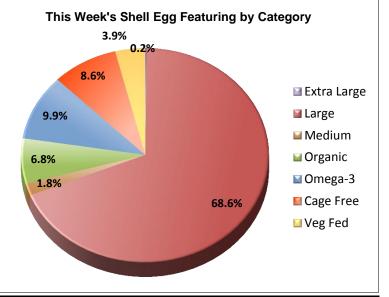
	gs - Grade A or I	petter, avg. feature p	rice converted to \$/o	lozen	
1.65					
1.60			1.61		
1.55					
1.50					
1.45	1.47			1.46	
		1.44			1.42
1.40					
1.35 Sep 14-20	Sep 21-27	Sep 28-Oct-04	Oct 05-11	Oct 12-18	Oct 19-25
3cp 14-20	JCP 21-27	3cp 20-0tt-04	00:05-11	Oct 12-16	Oct 19-23

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,850	2,610	2,530	Large Eggs on
Specialty	2,920	6,450	3,380	Oct-15-2012
Total (includes MD)	9,950	9,130	6,180	499.7
Special Rate 4/:	1.2%	6.5%	10.4%	down 11.4%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

The feature activity of regular shell eggs more than doubles in number this week, as many national retail chains are heavily promoting Large eggs in 12 and 18 pack cartons. Ads for Medium and Extra Large carton eggs are very limited. The price of Grade A or better, Large white eggs offered to consumers is slightly lower than the previous week. Shoppers will not have an easy time finding incentives as the percentage of retailers offering 'no price' specials is down. Featuring of specialty shell eggs declines, led by a sharp drop in promotions of Omega-3 and cage-free type eggs. USDA Organic and Vegetarian fed maintain a steady pace. Feature activity of liquid egg products is down slightly and is primarily visible in the Northeast and Midwest, lackluster in other areas.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

					_	EAST U.S.					EAST U.S.				EST U.S.			
		- 1/	,	<u>, , , , , , , , , , , , , , , , , , , </u>		,NH,NJ,NY,PA	<i>, , ,</i>				IC,SC,TN,VA,W	,	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate 1/ Activity Index #					sampled outl 70 (includes N					sampled outlets 80 (includes Med	36.6% of 4,000 sampled outlets Activity Index = 1,600 (includes Medium)							
		EXTRA		•	ARGE			LARGE	•	RGE		LARGE	LARGE					
	USDA White 12 pack		Price Range	Stores	Avg 3/	Price Rang	e Stores	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
	20.4	White 12 pack				,				<u> </u>			,	J	0.59 - 1.00	210	0.99	
	ADE	White 18 pack													1.99	10	1.99	
	AA	Brown 12 pack																
	· · ·	MEDIUM		White 1	2 pack					White 12 pack				White 12 pack				
		White 12 pack				1.00 - 1.6					1.00 - 1.49	600 1.27			0.98 - 1.49	670	1.31	
	SDA	White 18 pack				1.8					1.99 - 2.00	350 1.99			1.88 - 1.99	520	1.96	
GF	ADE	Brown 12 pack				1.7				140 1: 40 1				14/11/2 (0.11				
	Α	MEDIUM		White 1	•	0.9	8 1	0.98		White 12 pack	0.98 - 1.20	100 1.05		White 12 pack				
S	HED	A ORGANIC		White 3	во раск					White 30 pack				White 30 pack				
	USDA	White 12 pack																
s		Brown 12 pack	4.38	10	4.38	2.98 - 4.4	0 1/1	0 4.07			3.49	430 3.49			3.50	10	3.50	
C	OME	· •	4.50	10	7.50	2.30 - 4.4	J 17	3 4.07			5.43	430 3.43			3.30	10	3.30	
	O	White 12 pack	2.39 - 2.50	140	2.49	1.88 - 3.0	0 25	2.74	1.99	80 1.99	2.00 - 3.29	270 2.61	1.99	10 1.99	1.99 - 2.49	50	2.16	
		Brown 12 pack																
	CAGI	E-FREE																
		White 12 pack	2.99	60	2.99	3.0	0 5	3.00										
-		Brown 12 pack				3.29 - 3.9	9 18	3.47			3.29	50 3.29			1.77 - 2.50	120	1.80	
Ý	VEGE	TARIAN FED																
-		White 12 pack	2.99 - 3.97	190	3.72													
		Brown 12 pack	2.49	10		2.9		2.99										
					_	ENTRAL U.S					VEST U.S.				WEST U.S.			
_			•			,MO,NM,OK,T	. ,			•	HI, NV)			, , ,	(OR,WA,WY)			
		ture Rate 1/			,	sampled outl				-	sampled outlets			-	sampled outlet			
	Acti	vity Index 2/	Activ	vity Inde	x = 1,73	30 (includes N				<u> </u>	0 (includes Med		Ac	tivity Index = 92	20 (includes Med			
U	SDA	White 12 pack				0.99 - 1.4			3.00	10 3.00	1.49 - 2.88	860 1.80			0.89 - 1.49	380	1.46	
GF	ADE	White 18 pack Brown 12 pack				1.89 - 2.4	9 33	2.15	2.25	10 2.25	1.79 - 2.99	520 2.65			1.99	20	1.99	
	AA -	MEDIUM		White 1	2 nack					White 12 pack	0.99 - 1.19	60 1.07		White 12 pack				
		White 12 pack		vviile i	z pack	0.99 - 1.3	9 43	0 1.34		vviille 12 pack	1.39	270 1.39		Write 12 pack	1.39	70	1.39	
ш	SDA	White 18 pack				1.67 - 2.0		0 1.93			1.59	270 1.39			1.59	70	1.55	
	ADE	Brown 12 pack				1.07 2.0	0 0	1.00										
-	Α	•		White 1	2 pack					White 12 pack				White 12 pack				
		MEDIUM		White 3		1.9	8 1	1.98		White 30 pack				White 30 pack				
	USD	A ORGANIC								·				•				
		White 12 pack																
S		Brown 12 pack				3.49 - 3.5	0 7	3.49			3.89	10 3.89			3.99	10	3.99	
E	OME			_			_										_	
C		White 12 pack	1.99	30	1.99	1.98 - 2.5	0 11	2.12							2.50	40	2.50	
I	a	Brown 12 pack									2.99	10 2.99						
Α	CAGI	E-FREE													0.50	222	0.50	
L		White 12 pack													2.50	200	2.50	
Т	VEOF	Brown 12 pack							-						2.50	200	2.50	
Υ	VEGE	White 12 pack																
		Brown 12 pack				1.98 - 2.0	0 16	0 1.99										
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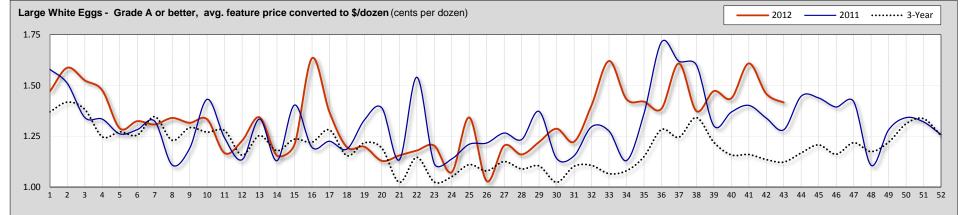
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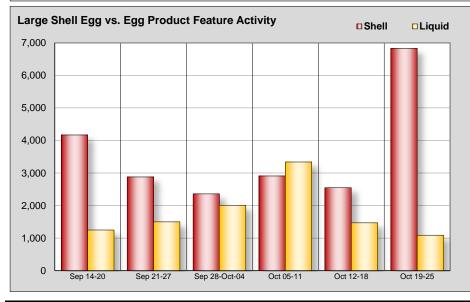
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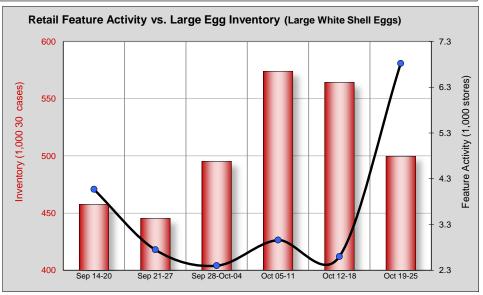
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/19 thru 10/25.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	5.2% 6.6%		6.0%	18.5% of 4,400 sampled		1.4% of 6,000 sampled		5.5% of 4,000 sampled		1.6% of 4,000 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled		
2/ Activity Index	1,090 1,470		1,470 2,250		250 Activity Index = 750		Activity Index = 80		Activity Index = 200		Activity Index = 60		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	680 2.24	1,070 2.40	1,130 2.16	1.99 - 2.89	340 2.30	2.65	80 2.65	1.99 - 2.65	200 2.03	1.99 - 2.19	60 2.05					
32 oz. crtn	410 3.52	400 4.60	760 4.57	2.50 - 5.99	410 3.52											
3 - 4 oz. cup			360 2.50													
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.